



Partnership branding guidelines for external audiences



A guide to partner co-branding

These guidelines were created to safeguard and feature the Equinix brand in various partnership environments.

A consistent and logical approach clarifies our partnership communications. Incorrect placement, unapproved messaging, missing joint value propositions and inconsistency are confusing and misleading, eroding trust in our brand.

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MINI GLOSSARY

Partner

A company that has entered into a formal agreement with Equinix to achieve shared goals, with each entity delivering value to customers.

Co-Branding

A way for two or more brands to communicate their partnership.

Logo Lockup

A standardized visual treatment used to convey a co-branding relationship.

Joint Value Proposition

A mutually approved copy block (from both partner and Equinix) that conveys the key values and benefits of the Equinix + partner solution.

Guiding principles

The customer is at the center of everything we do.

Above all, put yourself in the customer’s shoes and prioritize clarity, benefits and relevance in communicating the partnership.

Power of Three Messaging.

When a solution involves a Tech Partner + Reseller Partner + Equinix, we refer to it as the “Power of Three” as a message in the content. This power allows us to access new audiences, markets and geographies, with efficiencies that we could not achieve on our own.

Our approach to partnerships is about value.

When we associate with other strong brands, we benefit from their positive equities, and they benefit from ours.

Branding lead.

Even when using a logo lockup with equal representation of each partner, one brand will always be in the lead position; we never approach audiences as a hybrid entity. Always use the branding lead’s template for the asset.

Typical examples of co-branded partnership marketing materials



Workshop



Customer Success Story



Solution Brief

The lead position in content creation

The partner in the lead position tends to be the one building the asset. When in the lead position, that partner's brand will be emphasized in the content.

A content asset reflects the lead position in the following ways:

- If an asset contains a clear joint value proposition from Equinix and the partner, content should be written to equally represent the offering in an integrated way. Equinix's contribution to the content should aim to educate the reader about how our solutions complement the partner's offerings and provide incremental value for the reader.
- The leading brand's look, tone and feel are applied
- In a balanced logo lockup, the lead partner's brand will be placed on the left side
- If it is a partner-led asset, it must incorporate updated, approved Equinix messaging that has been brand-reviewed, and vice-versa

PROCESS

Not all partnerships have a clear brand lead, and this may be even more prevalent when agencies are heavily involved. These cases should be brought to the [Global Brand and Content Services Team](#) before design begins or agreements are entered into.

TEMPLATES

Using our templates when we are creating a co-branded asset will automatically apply the correct logo placements and our look and feel.

Establishing the lead position

Creating the logo lockup

The core expression of almost all partnerships is a logo lockup.



- The lead brand is on the left or on the top*
- Maintain the proper clear space around the logo
- The two logos should be balanced with perception of same size and weight
- Vertical divider line is 1 pt, Equinix Carbon and always the height (for horizontal lockups) or width (for vertical lockups) of the Equinix logo

Microsoft Azure example (right)

This example shows how partnership elements are correctly applied:

- Our logo is on the left
- The lockup follows the proper visual guidelines regarding white space, size, etc.
- The look and feel of the piece of content features the lead brand's color palette, font, infographics and imagery
- The content focuses on the challenges the customer faced, why they chose the Equinix partnership over others and the benefits the partnership brings to the customer, per the customer-first guiding principle

***Exception:** The co-branding on the interior pages of our Partnership PPT template places the Equinix logo on the right side of the lockup. This is to maintain consistency of Equinix logo placement for when pages get exchanged with our standard PPT template.



Content types appropriate for co-branding

Assets suitable for branding in partnership include:

- Email headers
- Flyers
- Solution briefs
- Infopapers
- Advertising
- Event signage
- E-books
- Videos
- Blogs
- Webinars
- Case studies

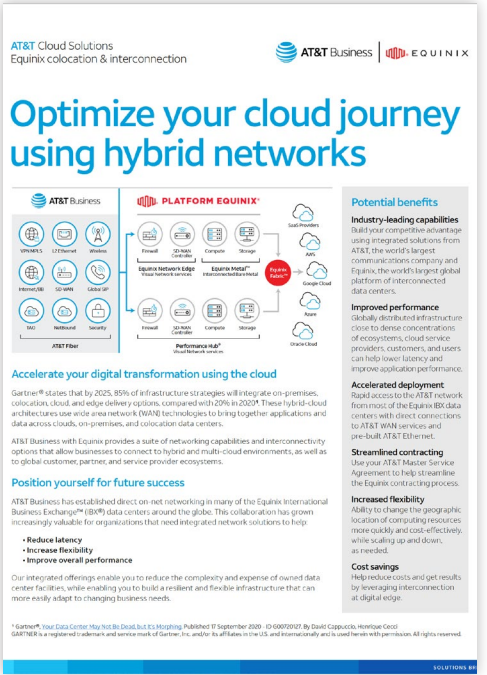
Examples



Case Study



E-book



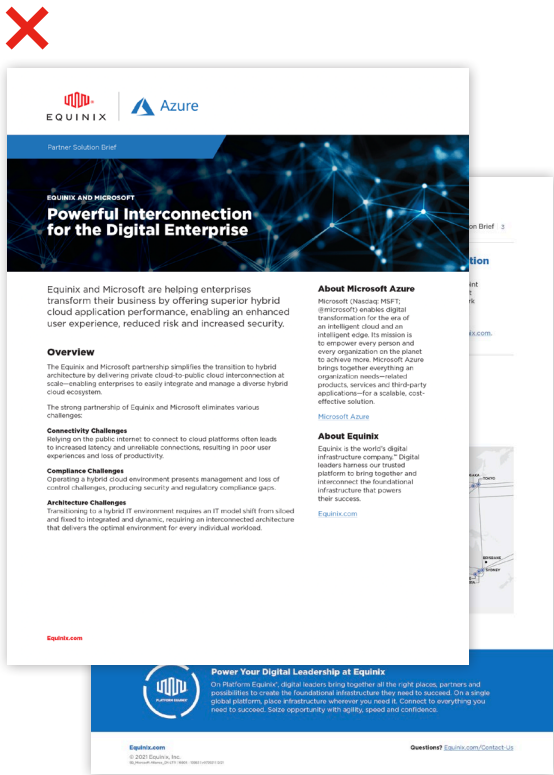
Solution Brief

*If you have an asset you'd like to co-brand that falls outside these prescribed content types, please contact the Brand and Content Services team.

Incorrect usage



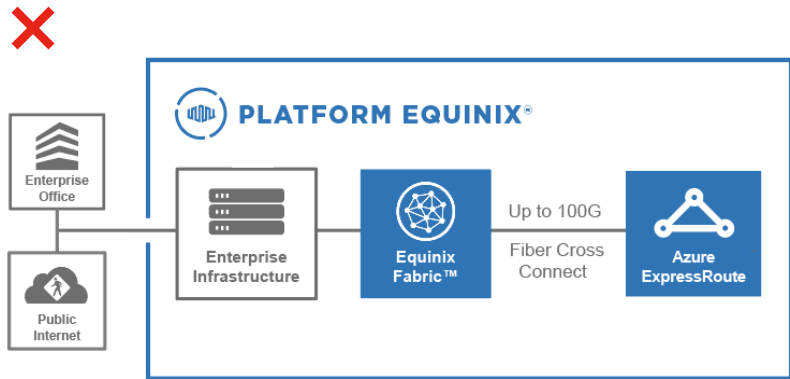
Lockups must maintain proper size relationships.



Do not create hybrid content that contains graphic elements of both brands.



Do not alter any brand's logo colors to match the other brand.

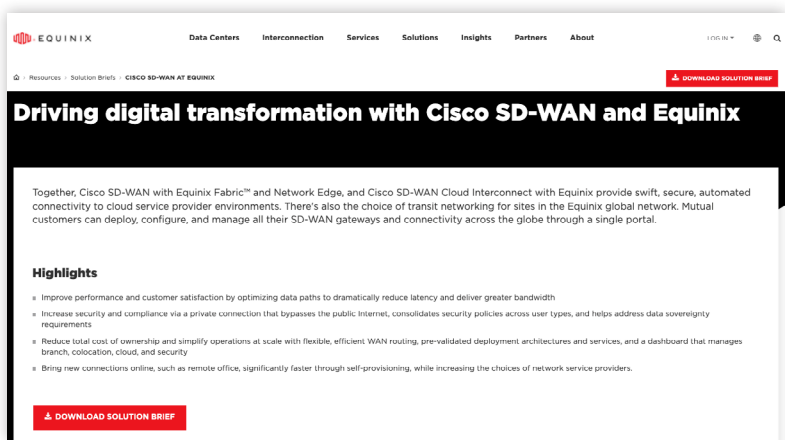


Do not alter any brand elements for either brand.

Other considerations

Other partnership materials

Customer journey touchpoints such as website landing pages, emails, presentations and downloadable content should maintain the same branding principles as outlined here wherever possible. Additionally, there are specially designed partnership materials, such as Campaign-in-a-Box (CiaB) bundled assets and pre-approved templates on the Partner Demand Center that must maintain the same branding principles mentioned. In cases where there can only be one brand (i.e., an email address or website URL), the communication should come from the lead brand.



Proprietary content

Any Equinix proprietary content, requires pre-approval to co-brand. For example, the Leaders' Guide to Digital Infrastructure and GXI are produced by Equinix and have the ability to be co-branded, but please email the Global Brand and Content Services Team for approval, prior to production. Should a partner wish to distribute the content under its own brand, the Global Brand and Content Services Team has created a template for a partner-branded cover page, preserving the Equinix-only branding. [Download](#) the template.



Requests for help

What to do if you receive a request to create a joint value proposition

Requests for joint value proposition messaging should always come from the Partner Marketing team and originate in draft form with them. Brand and Content Services will edit and finesse copy, working with the Partner team to finalize it.

What to do if you receive a request to create a logo lockup

The use of a logo lockup is reserved for strategic alliances that have been carefully evaluated, negotiated and defined. Requests for partnership agreements and branding should be sent to: [Global Brand and Content Services Team](#)

Questions?

Email the Global Brand and Content Service Team at brandmarketing@equinix.com.

Or visit the [Brand Center](#) for more guidance on how to grow and protect the Equinix brand.